

ESI Interactive Shopping

CM 723: Advanced Communication Research

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Executive Summary

Our client, ESI, plans to introduce a revolutionary new device that enables home viewers to shop interactively. The client would like to pinpoint the profiles of those who are most likely to be early adopters of ESI's product and to explain the variation in Americans' interest in adopting this new technology.

Overall, there is a moderate interest in the ESI product. Based on the level of interest in the ESI product, we divided the market into five segments: "Tech-Loving Early Adopters" is the group with most likelihood to buy the product. The second group most likely to buy the product is called the "Busy Convenience-Seekers." The rest are divided into "Over-the-phone Shoppers," "Low-Tech TV-Lovers," and "Traditionalists."

According to market segmentation processes, the target audience for ESI is Tech-Loving Early Adopters. Compared to other segments, this group is more likely to be early adopters of new products, tends to like high-tech products, values the telephone in life, and feels comfortable conducting banking transactions over the phone. They also enjoy watching TV, especially for affective purposes, but TV is not necessarily an important part of their life. More characteristics that describe the "Tech-Loving Adopter" is that they tend to think they have a lack of time, prefer stores that are open 24-hours a day and have moderate attitudes toward non-traditional shopping.

Based on these characteristics and other findings about this target segment, ESI can pinpoint this target group with communication strategies on three dimensions: product-selling points, advertising appeals, and advertising channels.

The product selling points should focus on how the ESI device will improve the shopping experience by giving the consumer total control in four different aspects: time, transaction, banking, and cost. It should also emphasize the ease of use and simulated "real" shopping experience at physical stores that the ESI device provides.

The advertising appeals should focus on using cognitively-based arguments that provide information/technical specifications about the product. Advertisements should emphasize the social and interactive uses of ESI and brand the product as cutting-edge and trendy. Attempts should be made to show ESI and its devices as environmentally-conscious as well.

To reach the target market, ESI should focus advertising placements within TV, radio, and computers. "Tech-loving Adopters" listen to classic rock radio programs and tend to gravitate towards late-night shows and comedies, dramas, movies, and news/information content.

We will also provide alternative strategies for ESI to consider that can reach the top two groups most likely to buy the product ("Tech-Loving Adopters" and "Busy Convenience Seekers") or broaden the product market to other consumers. ESI can pick and choose from among the different strategies based on its resources and goals.

Summary of Recommendations

Pinpointing Tech-Loving Early Adopters

- Product-Selling Points
 - Emphasize on how the ESI will improve their quality of life, such as the time-saving capabilities that will increase their life enjoyment and improve their shopping experience, etc.
 - Provide information about what the control consumer will have by using the ESI product, including control over the ESI device, control of their product consuming via ESI device, control over their shopping time, etc.
 - Provide information about how much money can be saved using the ESI device to go shopping
 - Provide specs of product in store advertisements or marketing channels
 - Provide comparison of specs for similar products
 - Emphasize the ability to track purchases and account balances with the ESI device
 - Emphasize the functionality with a phone and offer customer service number for troubleshooting
 - Emphasize the newness of the product technology
 - Emphasize ESI, as a brand, being on the cutting-edge of technology
 - Conduct a special product launch, inviting the top tech-industry business people, journalists, and tech-users
 - Carry out advertising/ PR campaigns to persuade them the ease of use
 - Increase their familiarity with the device by showing the familiar features of traditional shopping on a new device.
 - Message should focus on technological advancements provided by ESI product, such as the ability to create an avatar and shop through virtual environments
 - Emphasize the 24 hour shopping experience with the ESI device
 - Messages that focus on the time-saving abilities of the product
 - Show the actual amount of time that shoppers can save if they use the product (e.g., amount of time it takes to drive to the store, check-out, etc.)
 - Focus on the ability to shop for many different objects and brands
 - Emphasize the exciting shopping experience with the ESI device
- Advertising Appeals
 - Emphasize that this is more than just watching TV, the device lets you have an interactive shopping experience
 - Emphasize ability to “buy it now”
 - Recommendations for new products should be made through the device
 - Magazines should provide information about the device and its technological capabilities, such as being able to create and control a virtual self
 - PR efforts should focus on gaining magazine coverage on technology-related magazines

- Allow shoppers to link to their friends' virtual selves
- Advertisements should focus on social aspects of shopping with the ESI product (i.e., shopping with others)
- “Reduce carbon footprint by reducing car trips to malls and department stores” messaging
- Offer eco-friendly packaging for mailing items
- Offer paperless statements
- Describe any auto-shutoff capabilities or Energy Star qualifications on the actual device
- Emphasize and create alerts for new collections
- Message should focus on ability to customize their own style through the wide variety of catalogs available
- Emphasize messages on idea that they can show their virtual self to friends
- Marketing Channel
 - Advertise on Classic Rock and R&B programs
 - Advertise through PC (at work and home) either through email or web ads
 - Advertise during local news, Home Improvement, Movies (drama, Discovery channel, and PBS
 - Focus on TV programs that are informational, comedic, and dramatic
 - Pitch a product feature story to PBS, Discovery Channel, or Local news
 - Product placement on sitcoms and dramas
 - Send alerts for new catalogs by text
 - Link cell phone number for special offers

Tech-Loving Adopters and Busy Convenience-Seekers

- Product-Selling Points
 - Emphasize the customization abilities of the ESI shopping experience
 - Emphasize on the time saving characteristics of ESI shopping compared to physical shopping
- Advertising Appeals
 - The advertisement should showcase a higher sense of self-esteem when shopping with ESI
 - The advertisement should showcase the shopping efficiency with ESI device. For example, the consumer can easily find exactly what they want with ESI.
 - Create advertisements showcase the collection of evening wears
- Marketing Channels
 - Advertise on the radio channels that feature Rap, Top 40 music, and Comedy programs
 - Advertise on late night TV and middle of the night programs on the weekends

- Create TV infomercial for the product (as they are more likely to be shown late night and less expensive to air at this time)

Broadest Potential Consumers

- **Product-Selling Points**
 - Provide and promote information about customer-service capabilities when shopping through ESI
 - Focus on product variety and availability selling on the ESI device
 - Provide information about price or brand comparisons
 - Make recommendations based on previous purchases or previously viewed items
 - Focus on the different types of catalogues that shoppers can navigate through
 - Focus marketing on customization of virtual self
 - Make recommendations for shoppers to try on new products on their virtual self
 - Provide information about ESI privacy settings
 - Allow users to customize their privacy settings
- **Price**
 - Provide information about the product price information, focusing on sales or low-price offers available on ESI
 - Stress on the high quality of the ESI and the money they will save when shopping with ESI
- **Advertising Appeals**
 - Radio spots should provide information about the device and its technological capabilities, such as being able to create and control a virtual self
 - PR efforts should focus on gaining radio coverage on technology-related shows
 - PR efforts should focus on newspaper coverage on technology-related sections
 - Print ads on newspapers should provide information about the device and its capabilities, such as being able to access interactive catalogs
 - TV ads should also provide information about the ESI product and its technological advancement, such as making shopping easier for consumers through virtual reality and 3-D imaging
 - Seek celebrity endorsements or have celebrities make appearance on shopping channels available through the ESI shopping device
 - Create celebrity avatars or shopping lists based on real-life celebrities' wardrobes
 - Call to action for people to try the ESI product rather than believe advertisements
 - Provide trial period
 - Provide information about what the control consumer will have by using the ESI product, including control over the ESI device, control of their product consuming via ESI device, control over their shopping time, etc.
 - Allow shoppers to link to their friends' virtual selves

- Advertisements should focus on social aspects of shopping with ESI product (i.e., shopping with others)
- Advertisement should showcase how ESI allows shoppers to obtain those small luxuries immediately and from the comfort of their home
- Message should appeal to sense that time is too precious to spend in a store where you might not even get what you're looking for.
- Messages should appeal to the sense of adventure of exploring a virtual world
- Advertisements about how they'd be the pioneers in the beginning of a technology revolution
- "You only live once" campaign that emphasizes Carpe Diem Messages
- Focus advertising on ability to try on and buy clothes without hassle of having to wait in lines at department stores
- Emphasize fun of trying on new clothes from home
- Emphasize fun of exploring virtual worlds
- Emphasize messages on idea that they can show their virtual self to friends
- Marketing Channel
 - Focus advertising resources on radio spots
 - Advertise on the radio: Oldies, Country, News programming
 - Advertise during Roseanne and Rescue 911
 - Advertise during programs that fit in evening time slot
 - Partner with specific programs such as Roseanne and Rescue 911 for product placement

Methodology

Strategic Thinking

1. Client Problem: Pinpoint profiles of those who are most likely to be early adopters of ESI's product and explaining the variation in interest in adopting this new technology
 - a. Questions Clients would want answered:
 - i. Who is our target consumer?
 - ii. What is the market's general interest in this product?
 - iii. Marketing strategy
 1. How do we sell/market to the consumer?
 2. What is our selling point?
 3. Where do we reach them?
 4. Price?
 - iv. What opportunities for different products exist?
2. Research Question: What are the characteristics of/who are the early adopters and what are the levels of interest towards this technology?
 - a. Find DV
3. Multiple-Item Measures
 - a. Test Validity and Reliability
 - b. Calculate True Score
4. Multiple Regression
5. Cluster Analysis
6. Describe Groups
 - a. Descriptives (Frequency, Central tendency, Spread)
 - b. Associations (Cross-tabs, Correlation-single-item or multiple-item, ANOVA)
7. Results
8. Recommendations (linked to results)
9. Assessment

Justifying the Dependent Variable

Because the questionnaire did not provide a single dependent variable (DV) measurement, we combined several measures from the questionnaire as a proxy for the interest in the ESI product. From the mail questionnaire, we looked at the questions that asked "How interested are you in the following? With your TV and special remote control, you could..." and combined the answers from Q2N12, 13, and 14 to form the DV [Note: (12) "Look up the store that sells an item you need to buy," (13) "Look through catalogues and order items using your remote," (14) "See a 'video' shopping mall and have a salesperson demonstrate the products for you].

Before combining questions 13, 14, and 15, we ran factor analyses, correlations, and reliability to determine if these three measures do in fact belong to the same construct. Once we

determined that all three measured the same thing, we calculated the true score for the DV, both summative and average.

Segmentation Process

Multiple-item measures.

First, we went over both the telephone and the mail surveys and we determined which individual items related to each other. These items were grouped together in a preliminary assessment of the possible constructs present in the questionnaires. The initial list of multiple-item measures amounted to 69 preliminary constructs, which ranged from psychographic variables to media usage and attitudes, as well as attitudes toward home shopping and present and future technology.

Validity.

After identifying the items for each of the possible constructs, we sought to qualitatively verify our that there was enough overlap in meaning among the items for the proposed constructs and that each item provided a unique meaning despite this overlap. We determined which items needed to be reverse coded and proceeded to do so on SPSS. Next, we used a quantitative approach to test that the items belonged to the same construct through the process of factor analysis. We began this analysis by examining the frequency distributions of each of the items to check for outliers and to see the spread of the responses. The frequency distributions also allowed us to check for and discard any items that had no variation and that would hold the distribution constant for that measure. We categorized the proposed constructs into different groupings by themes to help us better organize our analysis.

Next, we developed an inter-item correlation matrix to test the overlap in meaning across the items within each grouping. Some items did not have enough overlap in meaning within their proposed constructs or had overlap in meaning with constructs that we evaluated as non-related. These items were “flagged” as problematic, indicating that we should verify them and proceed with caution. Next, we performed a factor analysis with each of the proposed groupings. During this analysis, we examined the factor loadings of each item as they belonged to the same construct. Any items with low factor loadings in their appropriate construct were deleted and the analysis was performed again without them. Some of the constructs ended up being deleted completely or split into two different constructs. At the end, we reach a satisfactory stage where the variance explained was higher than 50 percent and the factor loadings for each item within the constructs were strong (at least .6). At this step, we were ready to perform a reliability analysis for each of the constructs.

Reliability.

For the reliability analysis, we sought to determine the consistency of the items in measuring the construct correctly. For this, we looked at the Cronbach’s alpha for each of the constructs and asked SPSS to give us the Cronbach’s alpha if each of the items were to be deleted. As a rule of thumb, we looked for constructs with a Cronbach’s alpha of at least 0.5.

Any construct with an alpha less than this was immediately adjusted (if deleting items would raise the alpha) or deleted.

Computing the true score (summation and average).

For each of these constructs we formulated two true scores, which would serve as the value of each construct. We had two categories of the true score for each construct. The average true score was used to analyze the frequency distributions and the measures of central tendency for each construct. The sum of the true score of each construct allowed us to see a larger variation within each construct and was used for the analysis of associations, such as multiple regression. After this analysis, we were left with 38 valid and reliable constructs, listed in the appendix.

Multiple Regression Process

Of the 38 constructs that were identified as valid and reliable, we qualitatively assessed which of them were likely to drive the dependent variable. We identified 16 multiple-item measures to be used in a multiple regression. Additionally, we reviewed both questionnaires to identify which single-item measures might influence the dependent variable. We determined that 11 single-item measures from the mail survey and 6 single-item measures from the telephone survey were appropriate. They are listed below.

Predictors used for multiple regression.

DV: Likelihood to purchase a device that allows users to shop at home using a remote-controlled device

Multiple-item Measures

1. Need to be in Control
2. Impulsiveness
3. Attitude toward High-tech Products
4. Early Adopter
5. Perceived lack of free time
6. Gratification (TVcognitive)
7. Gratification (TVenjoyment)
8. Gratification (TVaffective)
9. Home Shopping Convenience
10. Attitude toward Telephone (telephone attitude)
11. Negative attitude toward computer and technology (negativecomtech)
12. Computer using habits
13. Attitude towards non-traditional shopping (non-traditional shopping)
14. Attitude toward ATM
15. Attitude toward Own Answering machine
16. Negative Attitudes toward time spent watching TV (35a)

Single-item measures

1. I hate waiting in line (Psychographics) (yl54)

2. Anything that saves me time is important (Psychographics)(y156)
3. Watching TV is a real waste of time (R)(tv9a)
4. TV is my link to the outside world(tv9b)
5. I tend to do a lot of research and shop around before I make big purchases(sh7)
6. I am more likely to buy something sold in a store than sold over the telephone (R)(sh18)
7. I like to shop by mail so that I don't have to deal with salespeople(sh19)
8. I like to browse in stores or window shop(sh20)
9. Stores that are open 24 hours a day make shopping easier for me(sh25)
10. I don't like to shop (R)(sh34)
11. I am very comfortable conducting banking transactions over the telephone(ct1f)

Telephone Survey

1. Likelihood to get cable TV (4d and 4e)
2. Attitude toward ease of use of new technology (PC Comfort Level-43)
3. Attitude toward computer and technology privacy (45)
4. Importance of TV (82a)
5. Importance of Basic Cable (82c)
6. Importance of Premium Cable (82d)

Multiple regression analysis.

To perform the multiple regression analysis, first, we ran the frequencies of proposed predictors to check for outliers and raise red flags if necessary. Next, we performed an inter-construct correlation matrix to check for multi-collinearity and to verify that none of the constructs correlated strongly with each other (we looked at the date to make sure that no items had a Pearson's correlation above .6).

However, our first inter-construct matrix only yielded 161 list-wise cases, which prompted us to go back to the frequencies and determine which construct was bringing the sample size down to 161. We determined that three single-item measures (Q82c, Q82d, and Q35a) were influencing the low sample size. These items were deleted and the sample size was consequently raised up to 1,329 cases.

Once the multiple regression yielded a large enough sample, we looked at the probability that these associations would occur at the .05 level or below and deleted those with a p higher than .05. Then, the multiple regression analysis was performed again, yielding only constructs that were statistically significant at the 95 percent confidence interval.

Finally, we needed to determine which items had an acceptable beta ($\beta > 0.1$) and also contributed to explaining the variance. We proceeded to delete those items with the lowest betas and observed how they affected the variance explained. Through trial and error, we ended up taking out 10 items and finalized our analysis with an adjusted R squared of .206.

Finalized Predictors for DV:

- Early Adopter (3)
- Non-Traditional Shopping (32)

- Stores open 24 hours make shopping easier (sh25)
 - Attitude toward High-Tech (1)
 - TV Enjoyment (15)
 - Perceived Lack of Time (6)
 - Comfort with conducting banking online (ctf1)
 - Attitude toward Telephone (28)
 - Importance of TV (q82a)
 - TV affective use (16)
- Final R squared = .206**

Cluster Analysis

After finding which predictors accounted for driving the dependent variable, we used the average true scores of these to determine how to segment the sample. We ran a K-means cluster analysis with the 10 predictors organized in order of strongest to weakest betas along with the dependent variable. This segmentation was performed three times, first with four, five and then six requested clusters. Upon examining the separate results, we determined that five was the optimal number of cluster to gain the most variation based on the dependent variable and the predictors.

Cluster differences were described by comparing the cluster means to the overall mean of each of the dimensions. Through this process, we were able to describe the unique characteristics of each cluster. The most important dimension was each cluster's likelihood to adopt the ESI product. Based on this as well as how each dimension ranked within the clusters, we identified the target audience as Tech-Loving Early Adopters. The rest of the clusters, in order of their likelihood to buy the ESI product are Busy Convenience-Seekers, Over-the-Phone Shoppers, Low-Tech TV-Lovers and Traditionalists. Each cluster is listed in detail below.

Final clusters.

Listed in order of interest in ESI's product (DV).

** Highlights indicate the distinguishing characteristics of each cluster

Cluster 5: Tech-loving Early Adopters

- Most likely to buy product. Highest of all the groups.
- Of all the groups, they are the most likely to be early adopters of new product.
- Moderate attitudes toward non-traditional shopping
- Higher attitudes towards stores open 24 hours a day
- Highest attitude toward high-tech
- Higher TV enjoyment
- Slightly higher levels of perceived lack of time
- Highest comfort conducting banking transactions over phone
- Highest attitudes toward telephone
- Moderate attitude toward importance of TV in life
- Higher tendency to use TV for affective purposes

Cluster 3: Busy Convenience-Seekers

- Higher likelihood to buy ESI product.
- Higher tendency to be early adopters
- Lower attitude toward non-traditional shopping
- Highest attitudes toward stores open 24 hours
- Higher attitudes toward hi-tech products
- Higher levels of TV enjoyment
- Highest perceived lack of time
- Lower levels of comfort with telephone banking
- Lower attitudes toward telephone
- Higher importance of TV in life
- Highest tendency to use TV for affective purposes

Cluster 2: Over-the-Phone Shoppers

- Lower likelihood to buy product
- Moderate likelihood to be early adopters
- Highest attitude toward non-traditional shopping
- Lowest attitude toward 24 hour stores
- Slightly higher attitude toward hi-tech products
- Moderate levels of TV enjoyment
- Moderate levels of perceived lack of time
- Highest level of comfort with telephone banking
- Moderate attitudes toward telephone
- Moderate importance of TV in life
- Lower tendency to use TV for affective purposes

Cluster 4: Low-Tech TV Lovers

- Lower likelihood to buy ESI product
- Slightly lower tendency to be early adopters
- Lowest attitude toward non-traditional shopping
- Lowest attitude toward 24 hour stores
- Lowest attitude toward hi-tech products
- Highest levels of TV enjoyment
- Moderate levels of perceived lack of time
- Lowest level of comfort with telephone banking
- Moderate attitudes toward telephone
- Highest importance of TV in life
- Highest tendency to use TV for affective purposes

Cluster 1: Traditionalists

- Lowest likelihood to buy ESI product
- Lowest tendency to be early adopters
- Moderate attitude toward non-traditional shopping
- Lower attitudes toward 24 hour stores
- Moderate attitude toward hi-tech products
- Lowest levels of TV enjoyment
- Lowest levels of perceived lack of time
- Lowest level of comfort with telephone banking
- Lowest attitudes toward telephone
- Lowest importance of TV in life
- Lowest tendency to use TV for affective purposes

Recommendation Generating Process

We went through the questionnaire to see what variables others than those we used for the multiple regression could be to describe the clusters, with the goal of answering the following questions: “Who are they?”, “What do they like?” and “How can we reach them?” We applied different analysis tools to describe the cluster differences. For the nominal variables, we ran cross tabulations across the clusters. For the interval ones, we performed one-way ANOVAs across the clusters to find out the patterns that describe the group differences. We grouped each significant finding with its corresponding cluster to describe the groups and discarded items with low means.

After analyzing our findings and evaluating those that were statistically significant, we proceeded to strategize the best ways for the client to market the product. We categorized the significant findings into three sets: one which significantly distinguished Tech-Loving Early Adopters from other groups; one which significantly distinguished Tech-Loving Early Adopters from other groups except Busy Convenience-Seekers (which might indicate similarities between these two groups); and one whose findings for Tech-Loving Early Adopters were not statistically different from Busy Convenience-Seekers, Over-the-Phone Shoppers and Low-Tech TV Lovers, but were significantly different from Traditionalist.

Messages in the first set will appeal to our target consumers, Tech-Loving Early Adopters, while messages in the second set rely on the possible similarities between the two clusters with the highest likelihood to buy the product. The last set includes the most clusters, and provides a marketing strategy that might work more broadly, allowing the client to send the most universal message, should that be their desire.

In order to provide the most useful information for each set, we eliminated any items whose overall means were below moderate. We determined that higher overall means, determining a higher pre-existing desire or interest in a particular item, would be more efficient when generating and implementing recommendations.

We also eliminated any results from the cross-tabulations that only yielded statistical differences between Tech-Loving Early Adopters and Traditionalists. By definition, we knew these two groups were the most opposite, and any differences between them would not be too helpful in generating efficient recommendations.

Recommendations to Pinpoint Tech-Loving Adopters

- **Product-Selling Points**
 - They tend to think computer and technology will improve the quality of their life
 - Emphasize on how the ESI will improve their quality of life, such as the time-saving capabilities, how the product can increase their life enjoyment or improve their shopping experience, etc.
 - This group thinks personal control in general is more important
 - Provide information about what the consumer has control over when using the ESI product, including control over the ESI device, control of their product consuming via ESI device, control over their shopping time, etc.
 - Tech-Loving Adopters think reducing cost is more important
 - Provide information about the amount of money that can be saved when using the ESI device for shopping
 - This category has a tendency to look for consumer information about something they want to buy
 - Provide specs of ESI product in store advertisements or marketing channels
 - Provide comparison of specs for similar products
 - This group tends to agree more that 24 hour access to banking information is important. They also tend to balance their checkbook regularly
 - Emphasize the ability to track purchases and account balances with the ESI device
 - More likely to say yes to use a phone to shop from a catalog
 - Emphasize the functionality of the device with the phone
 - Offer customer service number for any troubleshooting
 - They believe they don't have enough time to do what they need to
 - Messages that focus on the time-saving abilities of the product
 - Show the actual amount of time that shoppers can save if they use the product (e.g., amount of time it takes to drive to the store, check-out, etc.)
 - They are most likely to be early adopters of new products
 - Emphasize the newness of the product technology
 - Emphasize ESI, as a brand, being on the cutting-edge of technology
 - Conduct a special product launch, inviting the top tech-industry business people, journalists, and tech-users
 - They carry low attitudes toward non-traditional shopping
 - Carry out advertising/ PR campaigns to persuade them the ease of use of the product
 - Increase their familiarity with the device by showing the familiar features of traditional shopping on a new device.
 - They have the most positive attitude toward technology

- Message should focus on technological advancements provided by the ESI product, such as the ability to create an avatar and shop through virtual environments
 - Believe that stores that are open 24 hours makes shopping easier for them
 - Emphasize the 24 hour shopping experience with the ESI device
 - Advertising Appeals
 - This group tends to have negative attitude toward time spent watching TV
 - Emphasize that this is more than just watching TV, this device lets you have an interactive experience
 - They tend to be more impulsive
 - Emphasize ability to “buy it now”
 - Recommendations for new products should be made through the device
 - Highest tendency of all groups to read magazines for information and other cognitive purposes
 - magazines should provide information about the device and its technological capabilities, such as being able to create and control a virtual self
 - PR efforts should focus on gaining magazine coverage on technology-related magazines
 - They tend to agree more about that I’m more comfortable being with a group of people than I am being alone
 - Allow shoppers to link to their friends’ virtual selves
 - Advertisements should focus on social aspects of shopping with ESI product (i.e., shopping with others)
 - They think they are more ecologically-minded
 - Disseminate “Reduce carbon footprint by reducing car trips to malls and department stores” messaging
 - Offer eco-friendly packaging for mailing items
 - Offer paperless statements
 - Describe any auto-shutoff capabilities or Energy Star qualifications on the actual device
 - This group thinks they are more trendy
 - Emphasize and create alerts for new collections
 - Message should focus on ability to customize their own style through the wide variety of catalogs available
 - They think they are a little bit more well liked
 - Emphasize messages on idea that they can show their virtual self to friends
 - Marketing Channel
 - Most likely to listen to Classic Rock and R&B than all other groups.
 - Advertise on Classic Rock and R&B programs

- Have partnered launch events with local radio stations that play Classic Rock and R&B
- They have more negative feelings if PCs didn't exist. Access PC the most at work and home
 - Advertise through PC (at work and home) either through email or web ads
- These people tend to watch local news, Home improvement, Movies (drama) 20/20, Discovery channel, and Educational (PBS). They gravitate more towards comedies, dramas, movies, and news/information programming, and also have significantly higher attitude toward commercials or infomercial channel
 - Advertise during local news, Home Improvement, Movies, Discovery channel, 20/20, and PBS
 - Focus on TV/ programs that are informational, comedic, and dramatic
 - Pitch a product feature story to PBS, Discovery Channel, or Local news
 - Product placement on sitcoms or dramas
- More likely to own a portable cell phone and more likely to use a cell phone personally. They love their phone -- can't live without it. They depend on it.
 - Send alerts for new catalogs by text
 - Link cell phone number for special offers

Alternative Strategy: Target Both Tech-Loving Adopters and Busy Convenience-Seekers

- Product-Selling Points
 - Both groups have moderate to higher attitude toward smart TV customization
 - Emphasize the customization abilities of the ESI shopping experience
 - Both tend to agree more about that "Anything that saves me time is important"
 - Emphasize on the time saving characteristics of the ESI experience compared to physical shopping
- Advertising Appeals
 - These groups tend to have more self-esteem
 - The advertisement should showcase shoppers with higher sense of self-esteem when shopping with ESI
 - They both tend to have more self-determination
 - The advertisement should showcase the shopping efficiency with ESI device. For example, the consumer can easily find exactly what they want with ESI.
 - They tend to agree more with "I like to get dressed up and go out for a romantic evening"
 - Create advertisements that showcase the collections of evening wear available on ESI
- Marketing Channels

- They are more likely to listen to the radio, specifically for Rap, Top 40, and comedy programs
 - Advertise on the radio channels that feature Rap, Top 40 music, and Comedy programs
- More likely to watch late night TV (11pm-1am) and middle of night (1am-6am) on the weekends
 - Advertise on late night TV and middle of the night programs on the weekends
 - Create TV infomercial for the product (as they are more likely to be shown late night and less expensive to air at this time)

Alternative Strategy: Broadest Potential Consumers (3+ groups that includes Tech-Loving Adopters)

- Product-Selling Points
 - They think personal service and attention is important when they shop
 - Provide and promote information about customer-service capabilities when shopping through ESI
 - They like having choices available to them
 - Focus on product variety and availability selling
 - Have a higher tendency to do research and shop around before a big purchase
 - Provide information about price or brand comparisons
 - Have a higher tendency to browse stores and window shop
 - Make recommendations based on previous purchases or previously viewed items
 - Focus on the different types of catalogues that shoppers can navigate through
 - Have a higher tendency to like to try everything on when they shop for clothes
 - Focus marketing on customization of virtual self
 - Make recommendations for shoppers to try on new products on their virtual self
 - Personal privacy is very important to these groups
 - Provide information about ESI privacy settings
 - Allow users to customize their privacy settings
- Price
 - Agree more about shopping for the best price instead of shopping for brand
 - Provide information about the product price information, focusing on sales or low-price offers available on ESI
 - Tend to be willing to spend more for high quality
 - Stress on the high quality of the ESI and the money they will save when shopping with ESI
- Advertising Appeals
 - Tend to listen to the radio for informational reasons

- Radio spots should provide information about the device and its technological capabilities, such as being able to create and control a virtual self
 - PR efforts should focus on gaining radio coverage on technology-related shows
- Higher tendency to read the newspapers for information
 - PR efforts should focus on newspaper coverage on technology-related sections
 - Print ads on newspapers should provide information about the device and its capabilities, such as being able to access interactive catalogs
- Higher tendency to watch TV for information
 - TV ads should also provide information about the ESI product and its technological advancement, such as making shopping easier for consumers through virtual reality and 3-D imaging
- Higher tendency to watch TV for the stars or performers they like
 - Seek celebrity endorsements or have celebrities make appearance on shopping channels available through the ESI shopping device
 - Create celebrity avatars or shopping lists based on real-life celebrities' wardrobes
- More skeptical about claims made in advertising
 - Call to action for people to try the ESI product rather than believe advertisements
 - Provide trial period
- Need to be in control
 - Provide information about what the control consumer will have by using the ESI product, including control over the ESI device, control of their product consuming via ESI device, control over their shopping time, etc.
- Tend to agree more with "I'm more comfortable being with a group of people than I am being alone" and "Usually I like to go along with others"
 - Allow shoppers to link to their friends' virtual selves
 - Advertisements should focus on social aspects of shopping with ESI product (i.e., shopping with others)
- Tend to agree more with "I don't deny myself the small luxuries in life"
 - Advertisement should showcase how ESI allows shoppers to obtain those small luxuries immediately and from the comfort of their home
- Tend to agree more with "I treasure the time I get to spend by myself"
 - Message should appeal to sense that time is too precious to spend in a store where you might not even get what you're looking for.
- Tend to agree more with "I live life to the fullest"
 - Messages should appeal to the sense of adventure of exploring a virtual world

- Advertisements about how they'd be the pioneers in the beginning of a technology revolution
 - "You only live once" campaign that emphasizes carpe diem messaging
 - Tend to agree more with "I hate waiting in line"
 - Focus advertising on ability to try on and buy clothes without hassle of having to wait in lines at department stores
 - Believe they are more fun
 - Emphasize the fun of trying on new clothes from home
 - Emphasize the fun of exploring virtual worlds
 - Believe they are more well liked
 - Emphasize messages on idea that they can show their virtual self to friends
- Marketing Channel
 - Think radio is important in life. The majority of all respondents listen to the radio for music and news programming. Specifically, most of them listen to oldies and country music programming.
 - Focus advertising resources on radio spots
 - Advertise on the radio: Oldies, Country, News programming
 - General TV Programs they gravitate to include comedies, dramas, and movies. Specific programs more likely to be watched by three or more groups include Roseanne and Rescue 911. A majority of all respondents watch TV in the evening time slot (8-11pm)
 - Advertise during Roseanne and Rescue 911
 - Advertise during programs that fit in evening time slot
 - Partner with specific programs such as Roseanne and Rescue 911 for product placement

Limitations

Several limitations were present in this analysis. First, since the surveys were created by an outside firm, many of the measures were incredibly problematic. Without any sort of codebook or documents outlining the rationale for the questionnaires, we were left with having to identify indicators for each measure qualitatively. Many of the items were simply bad measures, including those whose wording was unclear or double-barreled items that could be interpreted different ways.

Additionally, among the respondents, 86.2% of them are black. The sample selection may be problematic if the vast majority of the respondents are in the same race, because it cannot be generalized to all Americans. Based on this sample it's very difficult to find out the general American interest in the ESI product. Although our segmentation is not based solely on racial characteristics, having a sample that is not representative of the population will negatively affect the generalizability of the findings. Future market research for ESI should make use of a probability sample to get the most accurate results.

Additionally, the central distributions of the variables showed that the public's overall beliefs and attitudes toward PC and technology are negative, such as comfort Level, general feeling about PC and technology, and feelings about privacy and computers and tech. However, we don't have further evidence to show the reason. As ESI is a high-tech product, we suggest ESI to conduct focus groups to investigate why people have negative attitudes towards PC and technology, which will offer ESI insights on why people tend to feel negative about technology.

Appendix

Final Multiple-Item Measures

**Highlights indicate construct used in multiple-regression

*(R) indicates reverse-coded items

Dependent Variable - Interest in a product similar to ESI's

- Look up the store that sells an item you need to buy. (fu2a5)
- Look through catalogues and order items using your remote. (fu2a6)
- See a “video” shopping mall and have a salesperson demonstrate the products for you (fu2a7)

Psychographics

1) Attitude toward High-tech Products

- I am uncomfortable using high tech products (R)(yl2)
- I love cutting-edge high tech things (CT-1V)

2) Need to be in control

- It bothers me when something unexpected interrupts my daily routine (YL-3)
- I get easily annoyed when things don't go as I planned (yl44)

3) Early Adopter

- I consider myself a trendsetter (YL-32)
- I am usually the first to try new things (YL-58)
- I like to try new products when they first come out (SH-4)
- I am very interested in any new products and services (SH-15)

4) Self-esteem

- I wish my self-esteem were stronger (R) (yl37)
- I have more self-confidence than most people my age (yl39)
- I consider myself a happy person (yl40)

5) Perceived Self-determination

- If I work very hard, I know I'll get what I want out of life (yl26)
- I always finish what I start (yl38)
- I know exactly where I want to be in five years (yl42)
- I'm always trying to do better (yl41)

6) Perceived lack of free time

- I feel like I never have any spare time (yl5)
- On most days, I can't everything done I need to do (yl28)
- I never have time to do the things I want to do (yl57)

7) Impulsiveness

- I act on hunches (yl6)
- I really like being put in situations where I have to make quick decisions (yl18)

8) Perceived Worth of Working

- What I do is more important than what I earn (yl11)

- I think of my job just as a means to a paycheck, not as part of a career (R) (yl7)
- I find my job extremely fulfilling (yl8)

Uses and Gratifications of Different Media

9) Radio Cognitive

- To learn something new/different (rd5b)
- To hear the latest world news (rd5c)
- To hear the latest local news (rd5d)
- To hear the traffic or weather (rd5f)

10) Radio Affective

- To be entertained (rd5a)
- Because I enjoy it (rd5e)
- To relax or unwind (rd5g)

11) Newspapers Cognitive

- I like to know what's going on in the world. (nw6a)
- I like to know what's going on locally. (nw6b)
- I want to increase my knowledge (nw6k)

12) Newspapers Affective

- I want to take my mind off things (nw6g)
- I have nothing better to do (nw6h)
- I want to be entertained (nw6i)
- I want to look at the pictures. (nw6j)

13) Newspapers Tension release

- I enjoy it (nw6e)
- I find it relaxing (nw6d)

14) TV Cognitive (Information, knowledge, understanding)

- To learn something new/different (tv2b)
- To keep informed about current events (tv2e)

15) TV Enjoyment *previously TV affective (emotion)

- To be entertained (tv2a)
- Because I enjoy it (tv2g)

16) TV Affective (feelings)

- Because I identify with a particular character in a show (tv2f)
- Because it keeps me company (tv2h)
- To cheer me up when I'm feeling down (tv2k)

17) Magazine Cognitive:

- I Use It For Research Purposes (mg6e)
- I Want the Latest Updates, Most Recent Developments On a Particular Subject (mg6g)
- I Want to Increase My Knowledge mg6k

18) Magazine Affective

- I Enjoy It mg6d

- I Find It Relaxing mg6c

19) Magazine aesthetic reasons

- I Want to Keep Up With the Latest Fashions mg6j
- I Want to Look At the Pictures mg6h
- The Cover Intrigues Me mg6l

20) Movies Affective:

- Because I just love going to the movies (mv4c)
- Because movies are better on a big screen (mv4d)
- For the Dolby sound (mv4e)

21) Movies Tension release

- Because I have nothing else to do/It's something to do (mv4f)
- For a rainy day activity (mv4h)
- To relax (mv4k)
- To get out of the house (mv4i)

22) Movies Negative worth

- It's cheaper to rent movies and watch them on the VCR (mv5a)
- Movies have gotten too expensive (mv5c)
- It's more comfortable to stay home and watch them on the VCR (mv5b)

23) Inconvenience of going to movies

- It's too much of a hassle to plan for and get to the theater on time (mv5d)
- Movie theaters are too crowded and noisy (mv5e)

24) Books Cognitive

- It expands my mind (bk7o)
- I am interested in the subject matter (bk7a)
- I'm looking for different points of view (bk7b)
- I use them for research purpose (bk7e)
- I want to learn something new/different (bk7f)
- I want to increase my knowledge (bk7i)

25) Books Affective

- I enjoy it (bk7d)
- I want to be entertained (bk7h)
- I find it relaxing (bk7c)

26) Books - Reading for Escapism

- I want to forget about my own troubles for a while (bk7n)
- It's like having a fantasy life (bk7m)

Home Shopping

27) Convenience

- Saving time is more important than saving a few dollars (sh16)
- I would pay more for convenience (sh26)

Communication and New Technology

28) Attitude toward Telephone (telephone attitude)

- The telephone is an essential part of my daily living--I couldn't do without it (ct1c)
- The telephone is my main contact with the outside world.(ct1e)

29) Negative attitude toward computer and technology (negativecomtech)

- Computer and technology will eventually be used to limit personal freedom(ct1z)
- Computer and technology control too much of our lives already.(ct1ab)

30) Computer using habits

- I often spend hours playing games on my personal computer (ct1o)
- I spend more time with my personal computer than I do with people (ct1q)
- My personal computer is an essential part of my daily living-- I couldn't do without it(ct1r)

Home Shopping (cont'd)

31) Brand Loyalty

- I usually stick to the brands I know (sh2)
- If a company has been around a long time, I feel it has better products or services (sh3)
- If I've found something that's good, then I don't like to change. (sh6)

32) Attitude towards non-traditional shopping (non-traditional shopping)

- I am more likely to buy something sold in a store than sold in a catalog (R) (sh12)
- Generally, products or services offered through the mail turn out to be disappointing when I receive them. (R) (sh30)
- I am too busy to shop in stores,so buying through the mail is a real convenience (sh23)

Communication and New Technology (cont'd)

33) Attitude toward ATM:

- I am very comfortable using an ATM to make deposits or pay bills (ct1w)
- I prefer to deal directly with a teller for my banking needs (R) (ct1yreverse)
- I use ATMs for all my banking including deposits and transfers (ct1l)
- I prefer to use an ATM machine for all my banking needs (ct1g)
- I was nervous about using ATM machines, but now that I'm used to them, I think they are great. (CT1a)

34) Attitude toward Own Answering machine

- My answering machine is an essential part of my daily life, I couldn't do without it (ct1k)
- I'm comfortable retrieving messages from my answering machine when I'm away from home. (ct1ac)

35) Negative Attitudes toward time spent watching TV

- I set a limit on the amount of time I allow my kids to watch TV(TV9e)
- I set a limit on the amount of time I allow I spend on watching TV (tv9d)

Future Interests

36) Customization (Smart TV)

- Let you tell the TV about yourself, then the TV would only show commercials of interest to you (fu6a2)
- Remember the kind of programs you watch, and remind you when your favorites are going to be on (fu6a1)
- Learn about you from a questionnaire, and remind you when important birthdays or others days are coming up (fu6a6)
- Give you discount coupons on the product that you like to see advertised (fu6a5)
- Let you select the kinds of advertisements that people in your household want to see (fu6a8)
- Let you stop, start, or replay regular TV programming with a regular remote (fu6a9)
- Let you replay sports action on regular TV with your remote and change the angle from which you are seeing it (fu6a10)
- Let you watch TV with no commercials for a fee (fu6a7)

37) Personal control-General (Smart TV)

- Let you control the types of programs and commercials the TV sets in your household would show (fu6a4)
- Let you control the amount of time your household can have the TV on (fu6a3)

38) Reducing costs (Smart TV)

- By watching certain commercials you could reduce the cost of ordering a movie, game or special event on TV(fu9a3)
- By watching certain commercials, you would be able to reduce the cost of your telephone or cable TV bill(fu9a4)
- By answering a questionnaire, you could reduce the cost of your telephone or cable TV bill(fu9a5)

Summary of Statistical Findings

In terms of general interest in the ESI product, Americans are moderately interested ($M=4.90$, $SD=2.79$, $SE=\pm.062$). With a median of 5, it indicates that half of the sample is interested in the product while the other half is not interested. There is an aggregation in the sample of those who are not interested in the product at all ($mode=1$).

Demographics

Frequency Distributions

In cluster 1 (Traditionalists), a majority of the respondents (37.5%) are high school graduates, followed by some college (21.1%) and college graduate (18.4%). Most respondents (86.4%) are not in school. For those who are currently in school, More than half (51.1%) are at college. A vast majority of the respondents (70.4%) are employed. Most of them (83.7%) are full time employed. For those respondents who don't have a job, Most of them (49%) are retired, followed by homemaker (21.4%). A majority of the respondents who are self-employed (53.8%) are working for someone else. The answers for business location are divided pretty even by at home and elsewhere. More than half (51.7%) of the respondents never did some work for job from home. Most of the respondents (32.6%) are working in management, professional specialty, followed by technical, sales, administrative support (24.0%). A vast majority of the respondents (71.7%) stated that other household members are employed. Most (68.3%) of the household don't work from home. A majority of the respondents (68.9%) are married. In Most of the respondents' house (36.0%), there are two persons. A vast majority of the respondents (79.8%) own their residence. Of all the respondents, most of the (77.6%) live in a single family home. Most of the respondents (20.5%) have \$35,000 to under \$50,000 income, followed by \$50,000 to under \$75,000 (16.0%) and \$25,000 to under \$35,000 (15.4%). A vast majority of the respondents (95.2%) are non-Hispanic. Nearly all of them (90.9%) are black.

In cluster 2 (Over-the-Phone Shoppers), a majority of the respondents (28.4%) are college graduates, followed by some college (24.1%) and high school graduates (20.5%). Most respondents (88.1%) are not in school. For those who are currently in school, More than half (48.5%) are at college. A vast majority of the respondents (69.8%) are employed. Most of them (84.0%) are full time employed. For those respondents who don't have a job, Most of them (58.3%) are retired, followed by homemaker (25%). A majority of the respondents who are self-employed (76.8%) are working for someone else. More than half of the respondents (57.8%) are not working at home. More than half (37.7%) of the respondents never did some work for job from home. Most of the respondents (37.3%) are working in management, professional specialty, followed by technical, sales, administrative support (34.7%). A vast majority of the respondents (66.1%) stated that other household members are employed. Most (58.7%) of the household don't work from home. A majority of the respondents (64.7%) are married. In Most of the respondents' house (36.7%), there are two persons. A vast majority of the respondents (77.3%) own their residence. Of all the respondents, most of the (76.6%) live in a single family home. Most of the respondents (21.9%) have \$35,000 to under \$50,000 income, followed by \$50,000 to

under \$75,000 (20.9%) and \$25,000 to under \$35,000 (15.1%). A vast majority of the respondents (93.9%) are non-Hispanic. Nearly all of them (91.4%) are black.

In cluster 3 (Busy Convenience-Seekers), a majority of the respondents(32.9%) are high school graduates, followed by some college(21.7%) and college graduate(17.5%). Most respondents (81.3%) are not in school. For those who are currently in school, More than half (42.0%) are at college. A vast majority of the respondents (71.2%) are employed. Most of them (83.8%) are full time employed. For those respondents who don't have a job, Most of them (24.8%) are retired, followed by homemaker (23.2%). A majority of the respondents who are self-employed (82.2%) are working for someone else. Most of the respondents (65.5%) are not working at home. More than half (50.3%) of the respondents never did some work for job from home. Most of the respondents (29.8%) are working in management, professional specialty, followed by technical, sales, administrative support (27.2%). A vast majority of the respondents (71.9%) stated that other household members are employed. Most (64.8%) of the household don't work from home. A majority of the respondents (46.5%) are married. In Most of the respondents' house (26.0%), there are two persons. A vast majority of the respondents (66.4%) own their residence. Of all the respondents, most of the (70.0%) live in a single family home. Most of the respondents (18.0%) have \$35,000 to under \$50,000 income, followed by \$25,000 to under \$35,000 (17.7%) and \$15,000 to under \$25,000 (14.3%). A vast majority of the respondents (92.6%) are non-Hispanic. Nearly all of them (82.3%) are black.

In cluster 4 (Low-Tech TV Lovers), a majority of the respondents(36.2%) are high school graduates, followed by some college(23.2%) and college graduate(21%). Most respondents (87.3%) are not in school. For those who are currently in school, More than half (55%) are at college. A vast majority of the respondents (58.4%) are employed. Most of them (72.8%) are full time employed. For those respondents who don't have a job, Most of them (61.8%) are retired, followed by homemaker (16.8%). A majority of the respondents who are self-employed (77.2%) are working for someone else. Most of the respondents (57.1%) are not working at home. More than half (54.2%) of the respondents never did some work for job from home. Most of the respondents (35.3%) are working in technical, sales, administrative support, followed by management, professional specialty (27.7%). A vast majority of the respondents (65.6%) stated that other household members are employed. Most (65.1%) of the household don't work from home. A majority of the respondents (57.5%) are married. In Most of the respondents' house (39.0%), there are two persons. A vast majority of the respondents (74.0%) own their residence. Of all the respondents, most of the (74.0%) live in a single family home. Most of the respondents (18.4%) have \$35,000 to under \$50,000 income, followed by \$15,000 to under \$25,000 (16.5%) and \$25,000 to under \$35,000 (17.7%). A vast majority of the respondents (96.2%) are non-Hispanic. Nearly all of them (90.8%) are black.

In cluster 5 (Tech-loving Early Adopters), a majority of the respondents(34.4%) graduated from some college, followed by college(25.9%) and high school (18.1%). Most respondents (80.3%) are not in school. For those who are currently in school, More than half (62.0%) are at college. A vast majority of the respondents (80.6%) are employed. Most of them

(82.9%) are full time employed. For those respondents who don't have a job, Most of them (29.0%) are retired, followed by homemaker (21.0%). A majority of the respondents who are self-employed (71.3%) are working for someone else. Most of the respondents (58.1%) are not working at home. Most(38.3%) of the respondents never did some work for job from home. Most of the respondents (42.2%) are working in technical, sales, administrative support, followed by management, professional specialty (29.8%). A vast majority of the respondents (75.6%) stated that other household members are employed. Most (66.7%) of the household don't work from home. A majority of the respondents (51.9%) are married. In Most of the respondents' house (33.1%), there are two persons. A vast majority of the respondents (66.3%) own their residence. Of all the respondents, most of the (65.3%) live in a single family home. Most of the respondents (17.8%) have \$35,000 to under \$50,000 income, followed by \$50,000 to under \$75,000 (15.9%) and \$25,000 to under \$35,000 (15.6%). A vast majority of the respondents (90.0%) are non-Hispanic. Nearly all of them (81.6%) are black.

Personality Variables

One-Way ANOVAs

The findings of One-way Anova analyses as they related to the clusters' personality profiles are listed as follows.

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of "Need to be in control" at the $p < .05$ level for the five conditions [$F(203, 7782) = 10.84$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 5.88$, $SD = 2.24$) was significantly different than Traditionalists (Cluster 1) ($M = 5.27$, $SD = 2.11$) and and Over-the-Phone Shoppers (Cluster 2) ($M = 5.29$, $SD = 2.18$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to need more to be in control, when compared to Traditionalist (Cluster 1) and Over-the-Phone Shoppers (Cluster 2).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of "Need to be in control" at the $p < .05$ level for the five conditions [$F(53, 2518) = 8.78$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 6.98$, $SD = 1.23$) was significantly different than Traditionalists (Cluster 1) ($M = 6.45$, $SD = 1.16$), Over-the-Phone Shoppers (Cluster 2) ($M = 6.67$, $SD = 1.18$) and Low-Tech TV Lovers (Cluster 4) ($M = 6.69$, $SD = 1.18$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to have more self-esteem, when compared to

Traditionalists (Cluster 1), Over-the-Phone Shoppers (Cluster 2) and Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(91, 4010) = 9.28, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 7.57, SD = 1.53$) was significantly different than Traditionalists (Cluster 1) ($M = 7.02, SD = 1.64$), Over-the-Phone Shoppers (Cluster 2) ($M = 7.12, SD = 1.51$) and Low-Tech TV Lovers (Cluster 4) ($M = 6.88, SD = 1.65$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to have more self-determination, when compared to Traditionalists (Cluster 1), Over-the-Phone Shoppers (Cluster 2) and Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5), Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(236, 5913) = 16.425, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 5.92, SD = 1.86$) was significantly different than Traditionalists (Cluster 1) ($M = 4.81, SD = 1.96$), Over-the-Phone Shoppers (Cluster 2) ($M = 5.27, SD = 1.88$), Convenience-Seekers (Cluster 3) ($M = 5.43, SD = 1.97$), Low-Tech TV Lovers (Cluster 4) ($M = 5.00, SD = 1.76$). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to have more impulsiveness, when compared to Traditionalists (Cluster 1), Over-the-Phone Shoppers (Cluster 2) Convenience-Seekers (Cluster 3), Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(62, 9364) = 2.73, p = 0.028$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 6.93, SD = 2.36$) was significantly different than Traditionalists (Cluster 1) ($M = 6.93, SD = 2.25$) and and Over-the-Phone Shoppers (Cluster 2) ($M = 6.88, SD = 2.78$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to need more to be in control, when compared to Traditionalist (Cluster 1) and Over-the-Phone Shoppers (Cluster 2).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant

effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(228, 12907) = 7.21$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 7.41$, $SD = 2.81$) was significantly different than Low-Tech TV Lovers (Cluster 4) ($M = 6.50$, $SD = 3.05$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that I hardly ever go out at night anymore because I’m worried about crime, when compared to Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(123, 4562) = 11.26$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 9.04$, $SD = 1.05$) was significantly different than Traditionalists (Cluster 1) and Low-Tech TV Lovers (Cluster 4) ($M = 8.49$, $SD = 1.69$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that I like having choices available to me, when compared to Traditionalists (Cluster 1) and Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(479, 14005) = 14.11$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 6.99$, $SD = 2.74$) was significantly different than Traditionalists (Cluster 1) ($M = 5.48$, $SD = 2.98$), Over-the-Phone Shoppers (Cluster 2) ($M = 6.17$, $SD = 2.94$) and Low-Tech TV Lovers (Cluster 4) ($M = 5.99$, $SD = 2.97$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that I like to get dressed up and go out for a romantic evening, when compared to Traditionalists (Cluster 1), Over-the-Phone Shoppers (Cluster 2) and Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(299, 12381) = 14.11$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 5.24$, $SD = 2.78$) was significantly different than Traditionalists (Cluster 1) ($M = 4.20$, $SD = 2.50$), Over-the-Phone Shoppers (Cluster 2) ($M = 4.37$, $SD = 2.67$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more

about that I'm more comfortable being with a group of people than I am being alone, when compared to Traditionalists (Cluster 1), Over-the-Phone Shoppers (Cluster 2).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of "Need to be in control" at the $p < .05$ level for the five conditions [$F(534, 11117) = 19.98, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 6.65, SD = 2.52$) was significantly different than Traditionalists (Cluster 1) ($M = 5.27, SD = 2.56$), Over-the-Phone Shoppers (Cluster 2) ($M = 6.01, SD = 2.58$), Convenience-Seekers (Cluster 3) ($M = 5.84, SD = 2.61$), Low-Tech TV Lovers (Cluster 4) ($M = 5.00, SD = 2.64$). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that I like doing many things at one time, when compared to Traditionalists (Cluster 1), Over-the-Phone Shoppers (Cluster 2), Convenience-Seekers (Cluster 3), Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of "Need to be in control" at the $p < .05$ level for the five conditions [$F(112, 10620) = 4.42, p = 0.001$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 6.91, SD = 2.49$) was significantly different than Traditionalists (Cluster 1) ($M = 6.12, SD = 2.462$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that I don't deny myself the small luxuries in life, when compared to Traditionalists (Cluster 1).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of "Need to be in control" at the $p < .05$ level for the five conditions [$F(138, 10542) = 5.45, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 7.47, SD = 2.52$) was significantly different than Traditionalists (Cluster 1) ($M = 6.77, SD = 2.56$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that I treasure the time I get to spend by myself, when compared to Traditionalists (Cluster 1).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of "Need to be in control" at the $p < .05$ level for the five conditions [$F(69, 6646) = 4.37, p = 0.002$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 7.27, SD = 1.94$) was significantly different than

Traditionalists (Cluster 1) ($M = 6.67$, $SD = 2.02$) and Low-Tech TV Lovers (Cluster 4) ($M = 6.75$, $SD = 1.92$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that I live life to the fullest, when compared to Traditionalists (Cluster 1) and Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(129, 9672) = 5.57$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 5.57$, $SD = 2.50$) was significantly different than Traditionalists (Cluster 1) ($M = 4.99$, $SD = 2.28$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that Usually I like to go along with others, when compared to Traditionalists (Cluster 1).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(217, 15781) = 6.80$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 3.59$, $SD = 3.00$) was significantly different than Traditionalists (Cluster 1) ($M = 4.34$, $SD = 3.00$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree less about that If I could earn a living without leaving my home, I would, when compared to Traditionalists (Cluster 1).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(153, 9475) = 6.75$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 7.99$, $SD = 2.29$) was significantly different than Traditionalists (Cluster 1) ($M = 7.24$, $SD = 2.58$) and Over-the-Phone Shoppers (Cluster 2) ($M = 7.45$, $SD = 2.49$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that I hate waiting in line, when compared to Traditionalists (Cluster 1) and Over-the-Phone Shoppers (Cluster 2).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(376, 7355) = 21.34$,

$p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 8.11$, $SD = 1.91$) was significantly different than Traditionalists (Cluster 1) ($M = 6.97$, $SD = 2.12$) and Over-the-Phone Shoppers (Cluster 2) ($M = 7.08$, $SD = 2.29$) and Low-Tech TV Lovers (Cluster 4) ($M = 7.12$, $SD = 2.13$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that Anything that saves me time is important, when compared to Traditionalists (Cluster 1) and Over-the-Phone Shoppers (Cluster 2) and Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(123, 6670) = 7.73$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 8.60$, $SD = 1.86$) was significantly different than Traditionalists (Cluster 1) ($M = 7.95$, $SD = 2.18$) and Low-Tech TV Lovers (Cluster 4) ($M = 8.09$, $SD = 2.10$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that Anything that My personal privacy is very important to me, when compared to Traditionalists (Cluster 1) and Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(232.8, 6257) = 15.55$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 2.66$, $SD = 2.35$) was significantly different than Traditionalists (Cluster 1) ($M = 1.60$, $SD = 1.27$) and Over-the-Phone Shoppers (Cluster 2) ($M = 1.89$, $SD = 1.64$) and Low-Tech TV Lovers (Cluster 4) ($M = 2.05$, $SD = 1.92$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that Anything that saves me time is important, when compared to Traditionalists (Cluster 1) and Over-the-Phone Shoppers (Cluster 2) and Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(2971, 14086) = 85.94$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 7.83$, $SD = 2.50$) was significantly different than Traditionalists (Cluster 1) ($M = 4.07$, $SD = 2.86$) and Over-the-Phone Shoppers (Cluster 2) ($M = 5.68$, $SD = 3.14$), Busy Convenience-Seekers (Cluster 3) ($M = 6.24$, $SD = 3.16$) and Low-Tech TV Lovers (Cluster 4) ($M = 4.32$, $SD = 2.50$). Taken together, these results suggest that

Tech-loving Early Adopters (Cluster 5) tend to agree more about that 24 hour access to my banking information is important, when compared to Traditionalists (Cluster 1) and Over-the-Phone Shoppers (Cluster 2), Busy Convenience-Seekers (Cluster 3) and Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(4, 701) = 2.55, p = 0.038$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 1.47, SD = 0.63$) was significantly different than Low-Tech TV Lovers (Cluster 4) ($M = 1.61, SD = 0.68$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree less about Self-Descriptors-Shyness, when compared to Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(30, 2696) = 4.39, p = 0.002$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 4.82, SD = 1.43$) was significantly different than Traditionalists (Cluster 1) ($M = 5.20, SD = 1.18$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree less about attending professional sporting events, when compared to Traditionalists (Cluster 1).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Low-Tech TV Lovers (Cluster 4), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), and Traditionalists (Cluster 1). There was a significant effect of “Need to be in control” at the $p < .05$ level for the five conditions [$F(303, 16030) = 7.75, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 7.98, SD = 2.72$) was significantly different than Traditionalists (Cluster 1) ($M = 7.19, SD = 3.23$) and Busy Convenience-Seekers (Cluster 3) ($M = 6.91, SD = 3.34$) and Low-Tech TV Lovers (Cluster 4) ($M = 7.14, SD = 3.34$). However, other clusters did not significantly differ from each other. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) tend to agree more about that Anything that I balance my checkbook regularly, when compared to Traditionalists (Cluster 1) , Busy Convenience-Seekers (Cluster 3) and Low-Tech TV Lovers (Cluster 4).

Cross-Tabulations

The significant findings of cross tabulation analyses for the personality profiles are listed as follows.

The respondents in Tech-loving Early Adopters (Cluster 5) think they are more adventurous than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more attractive than those in Traditionalists (Cluster 1). The respondents in Traditionalists (Cluster 1) think they are more average than those in Tech-loving Early Adopters (Cluster 5).

The respondents in Tech-loving Early Adopters (Cluster 5) think they are more like a big spender than those in Traditionalists (Cluster 1). The respondents in Low-Tech TV Lovers (Cluster 4) think they are more caring than those in Traditionalists (Cluster 1). The respondents in Low-Tech TV Lovers (Cluster 4) think they are more conservative than those in Tech-loving Early Adopters (Cluster 5). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more creative than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more cultured than those in Traditionalists (Cluster 1).

The respondents in Tech-loving Early Adopters (Cluster 5) think they are more daring than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more demanding than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more ecology-minded than those in Busy Convenience-Seekers (Cluster 3). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more exciting than those in Traditionalists (Cluster 1).

The respondents in Tech-loving Early Adopters (Cluster 5) think they are more fashionable than those in Traditionalists (Cluster 1). The respondents in Busy Convenience-Seekers (Cluster 3) (Busy Convenience-Seekers) think they are more fun than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more humorous than those in Traditionalists (Cluster 1).

The respondents in Tech-loving Early Adopters (Cluster 5) think they are more impulsive than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more impulsive than those in Busy Convenience-Seekers (Cluster 3). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more inquisitive than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more intelligent than those in Traditionalists (Cluster 1).

The respondents in Tech-loving Early Adopters (Cluster 5) think they are more likely a leader than those in Traditionalists (Cluster 1). The respondents in Busy Convenience-Seekers (Cluster 3) (Busy Convenience-Seekers) think they are more likely a loner than those in Tech-loving Early Adopters (Cluster 5).

The respondents in Tech-loving Early Adopters (Cluster 5) think they are more modern than those in Traditionalists (Cluster 1). The respondents in Traditionalists (Cluster 1) (Traditionalists) think they are more old-fashioned than those in Tech-loving Early Adopters (Cluster 5). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more optimistic than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more outgoing than those in Traditionalists (Cluster 1).

The respondents in Low-Tech TV Lovers (Cluster 4) (Low-Tech TV Lovers) think they are more price-conscious than those in Tech-loving Early Adopters (Cluster 5). The respondents in Traditionalists (Cluster 1) (Traditionalists) think they are quieter than those in Tech-loving Early Adopters (Cluster 5). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more successful than those in Traditionalists (Cluster 1).

The respondents in Tech-loving Early Adopters (Cluster 5) think they are more talkative than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are trendier than those in Busy Convenience-Seekers (Cluster 3). The respondents in Tech-loving Early Adopters (Cluster 5) think they are more unique than those in Traditionalists (Cluster 1).

The respondents in Busy Convenience-Seekers (Cluster 3) (Busy Convenience-Seekers) think they are better liked than those in Traditionalists (Cluster 1). The respondents in Tech-loving Early Adopters (Cluster 5) think they are a little bit better liked than those in Busy Convenience-Seekers (Cluster 3).

Media Usage Behaviors, Attitudes and Beliefs

Frequency Distributions and Cross-Tabulations

The majority of all the respondents listen to radio for music (69.2%) and news (15.4%). When listening to music, most of them listen to oldies (51.7%) and country (47.1%). Using radio advertising will most likely reach groups 3 and 5. Groups 3 and 5 are more likely to listen to rap, top 40, and comedy programs. However, Group 5 alone is most likely to listen to classic rock and R&B. Group 5 differs from some of the groups in terms of being more likely to listen to jazz, classical, and latin. Of all the respondents in Tech-loving Early Adopters (Cluster 5), a majority love listening to classic rock (55.3%), oldies (51.3%), and country (45.9%). Group 5 spends on average, 13.14 hours a week listening to the radio (which is significantly different than Group 4). They spend an average of 5.77 hours a week listening to music. Group 2 is more likely to listen to easy listening and classical programs.

If the client wants to reach out to Group 2, they should use the newspaper. Group 2 are more likely to read the following sections in the newspaper: arts and entertainment, business, and fashion. Group 3 loves the classifieds and advertising sections of the newspaper compared to all other groups. In Tech-loving Early Adopters (Cluster 5), the sections they love the most are: Local News (71.9%), World News (59.1%), Advertisements/Sales (50.3%), Want Ads/Classifieds (40.6%), Comics (40%), and Sports (39.1%). Group 5 spends on average 3.28 hours per week reading the paper and takes about 20-40 minutes on weekdays doing so. They also spend 20-40 minutes on Sundays reading the paper.

Among all of the magazine readers, the most popular magazines are Reader's Digest, National Geographic, Better Homes and Garden, Good Housekeeping, and TV guide. Magazines will also reach out to Group 5. Among group 5 readers, they like: Reader's digest (18.8%), National Geographics (18.1%), TV Guide (15.6%), Better homes and gardens (14.1%). Group 5

reads magazines, on average, 2.11 hours a week and 2.83 magazines per month. Group 5 also spends on average 20-40 minutes reading a magazine.

Of all the respondents, most don't have access to a PC (37.8%), while those who do have access, use a PC at work (32.3%) or home (31.6%). Group 5 is special in that most have access to a PC at school and work ($M=9.32$, $SD=14.38$, $p=.00$). Group 5 mainly access PCs at work (45%) and home (40.6%).

Group 4 watches TV the most compared to all other groups ($M=25.59$, $SD=18.78$, $p=.00$). Group 4 likes early evening, evening, and afternoon programming on weekdays and the weekends. Group 4 especially loves game shows compared to other groups. Group 5 and 3 watch late night tv the most on weekdays and in the middle of night on the weekends. Groups 3,4,5 like to watch comedies, dramas, and movies.; Groups 2,3,4,5 like news programming; Group 3 likes local news, while groups 2 and 4 like network news. Group 1 doesn't like comedy, movies, or discovery channel-type programming. A majority of Group 5 likes local news (54.7%), Home improvement (50.3%), Drama: movies (49.4%), 20/20 (46.3%), Discovery channel (44.1%), and Educational (PBS) (44.1%) programming.

One-Way ANOVAs

In terms of people's behavior attitudes and beliefs related to media usage, the significant findings of one-way Anova analyses are the following results.

There was a significant effect of interest in buying a TV with a built-in VCR at the $p<.05$ level for the five clusters [$F(4, 1515) = 9.15$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 3.13$, $SD = 1.25$) was significantly different than Traditionalists (Cluster 1) ($M = 2.60$, $SD = 1.11$) and Low-Tech TV Lovers (Cluster 4) ($M=2.82$, $SD=1.21$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3) or Over-the-Phone Shoppers (Cluster 2). These results suggest that Tech-loving Early Adopters (Cluster 5), similar to Clusters 2 and 3, are more likely to be interested in buying a TV with a built-in VCR than Traditionalists or Low-Tech Lovers.

There was a significant effect of listening to the radio for cognitive purposes at the $p<.05$ level for the five clusters [$F(4, 1501) = 7.90$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 6.55$, $SD = 2.43$) was significantly different than Traditionalists (Cluster 1) ($M = 5.57$, $SD = 2.51$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4). These results suggest that Tech-loving Early Adopters (Cluster 5), similar to Group Cluster 2, 3, 4, tend to listen to the radio for informational reasons than do Traditionalists (Cluster 1).

There was a significant effect of listening to the radio at the $p<.05$ level for the five clusters [$F(4, 1521) = 12.79$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 7.93$, $SD = 1.97$) was significantly different than Traditionalists (Cluster 1) ($M = 7.02$, $SD = 2.10$), Over-the-Phone Shoppers (Cluster 2) ($M=7.31$, $SD=1.91$), and Low-Tech TV Lovers (Cluster 4) ($M=7.41$;

SD=2.07) . However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Cluster 3, tend more to listen to the radio for affective reasons than do Traditionalists (Cluster 1).

There was a significant difference for reading newspapers for cognitive purposes at the $p < .05$ level for the five clusters [$F(4, 1399) = 5.70, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 8.25, SD = 1.79$) was significantly different than Traditionalists (Cluster 1) ($M = 7.64, SD = 1.92$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3) Over-the-Phone Shoppers (Cluster 2), or Low-Tech TV Lovers (Cluster 4). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Clusters 2, 3 and 4, have a higher tendency to read the newspapers for information than do Traditionalists (Cluster 1).

There was a significant difference for reading newspapers for cognitive purposes at the $p < .05$ level for the five clusters [$F(4, 1350) = 13.10, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 3.34, SD = 1.94$) was significantly different than Traditionalists (Cluster 1) ($M = 2.5, SD = 1.54$), Over-the-Phone Shoppers (Cluster 2) ($M = 2.68, SD = 1.47$), and Low-Tech TV Lovers (Cluster 4) ($M = 2.91; SD = 1.59$) . However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Cluster 3, tend more to read newspapers for affective reasons than do Traditionalists (Cluster 1), Over-the-Phone Shoppers (Cluster 2) and Low-Tech TV Lovers (Cluster 4).

There was a significant difference for reading newspapers for tension release purposes at the $p < .05$ level for the five clusters [$F(4, 1379) = 7.73, p = 0.001$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 6.48, SD = 2.42$) was significantly different than Traditionalists (Cluster 1) ($M = 5.85, SD = 2.73$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3) Over-the-Phone Shoppers (Cluster 2), or Low-Tech TV Lovers (Cluster 4). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Clusters 2, 3 and 4, have a higher tendency to read the newspapers for tension release than do Traditionalists (Cluster 1).

There was a significant difference for watching TV for cognitive purposes at the $p < .05$ level for the five clusters [$F(4, 1667) = 13.63, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 8.13, SD = 1.72$) was significantly different than Traditionalists (Cluster 1) ($M = 7.18, SD = 2.01$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3) Over-the-Phone Shoppers (Cluster 2), or Low-Tech TV Lovers (Cluster 4). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Clusters 2, 3 and 4, have a higher tendency to watch TV for information than do Traditionalists (Cluster 1).

There was a significant difference for watching TV to watch favorite stars or performers at the $p < .05$ level for the five clusters [$F(4, 1667) = 20.84, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 6.06, SD = 3.03$) was significantly different than Traditionalists (Cluster 1) ($M = 4.85, SD = 2.90$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3) Over-the-Phone Shoppers (Cluster 2), or Low-Tech TV Lovers (Cluster 4). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Clusters 2, 3 and 4, have a higher tendency to watch TV for the stars or performers they like than do Traditionalists (Cluster 1).

There was a significant difference for watching TV because it's like having a fantasy life at the $p < .05$ level for the five clusters [$F(4, 1672) = 15.43, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 2.92, SD = 2.64$) was significantly different than Traditionalists (Cluster 1) ($M = 1.79, SD = 1.53$), Over-the-Phone Shoppers (Cluster 2) ($M = 1.95, SD = 1.83$), and Low-Tech TV Lovers (Cluster 4) ($M = 2.43, SD = 2.21$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Cluster 3, tend more to watch TV because it's like having a fantasy life than do Traditionalists (Cluster 1), Over-the-Phone Shoppers (Cluster 2) and Low-Tech TV Lovers (Cluster 4).

There was a significant difference for reading magazines for cognitive purposes at the $p < .05$ level for the five clusters [$F(4, 1336) = 10.53, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 7.31, SD = 1.94$) was significantly different than Traditionalists (Cluster 1) ($M = 6.28, SD = 2.36$), Over-the-Phone Shoppers (Cluster 2) ($M = 6.47, SD = 2.01$), Busy Convenience Seekers (Cluster 3) ($M = 6.59, SD = 2.24$) and Low-Tech TV Lovers (Cluster 4) ($M = 6.23, SD = 2.32$). These results suggest that Tech-Loving Early Adopters (Cluster 5) have the highest tendency of all groups to read magazines for information and other cognitive purposes.

There was a significant difference for reading magazines for affective purposes at the $p < .05$ level for the five clusters [$F(4, 1362) = 3.69, p = 0.005$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 7.96, SD = 2.06$) was significantly different than Traditionalists (Cluster 1) ($M = 7.32, SD = 2.36$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3) Over-the-Phone Shoppers (Cluster 2), or Low-Tech TV Lovers (Cluster 4). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Clusters 2, 3 and 4, have a higher tendency to read magazines for affective purposes than do Traditionalists (Cluster 1).

There was a significant difference for reading magazines for aesthetic purposes at the $p < .05$ level for the five clusters [$F(4, 1326) = 24.13, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 4.79, SD = 2.28$) was significantly different than Traditionalists (Cluster 1) ($M = 3.38, SD =$

1.91), Over-the-Phone Shoppers (Cluster 2) ($M=3.76$, $SD=2.14$), and Low-Tech TV Lovers (Cluster 4) ($M=4.21$; $SD=2.11$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Cluster 3, tend place more importance on the aesthetics of a magazine than do Traditionalists (Cluster 1), Over-the-Phone Shoppers (Cluster 2) and Low-Tech TV Lovers (Cluster 4).

Cross-Tabulations

The following findings showcase the significant results arrived at through cross-tabulations.

There is a significant association between Clusters 3 and 2, with Cluster 3 being more likely to watch ice skating on TV ($\chi^2=5.33$; $df=1$; $p=.021$).

Crosstabs revealed a significant association with Cluster 1 as being less likely than Cluster 3 as being more likely to have a touch tone phone ($\chi^2=6.04$; $df=1$; $p=.014$). Cluster 5 is significantly more likely to have a stationary cell phone than Cluster 3 ($\chi^2=9.87$; $df=1$; $p=.002$). There is also an association between clusters 3 and 1, with cluster 1 concentrated at the positive response for likelihood to have a stationary cell phone, and cluster 3 at the negative response ($\chi^2=4.59$; $df=1$; $p=.032$) The association between clusters 3 and 5 was verified by a 2x2 crosstabs, with cluster 5 more likely to owning a portable cell phone ($\chi^2=11.01$; $df=1$; $p=.001$). Significant association was also found between clusters 3 and 1, with cluster 1 more likely than 3 to own a portable cell phone ($\chi^2=4.12$; $df=1$; $p=.042$).

A significant association was found between clusters 5 and 1, with 5 being more likely to have a beeper/pager and 1 being less likely ($\chi^2=6.5$; $df=1$; $p=.011$). A significant association was also found between clusters 5 and 2, with 5 being significantly more likely to own a beeper ($\chi^2=3.96$; $df=1$; $p=.046$) Cluster 5 was significantly more likely to use a cell phone personally than Cluster 3 ($\chi^2=5.81$; $df=1$; $p=.016$)

A 2x2 crosstabs found a significant association between clusters 1 and 4, with cluster 4 being more likely than cluster 1 to watch commercials when they come on TV ($\chi^2=8.25$; $df=1$; $p=.004$). Cross tabulations also found that cluster 3 is slightly more likely than cluster 4 to watch commercials when they come on TV ($\chi^2=4.91$; $df=1$; $p=.027$) Cluster 3 was significantly more likely than cluster 1 to leave commercials on but not pay attention ($\chi^2=4.12$; $df=1$; $p=.042$) Cluster 4 was significantly more likely to leave commercials on but not pay attention than cluster 5 ($\chi^2=5.12$; $df=1$; $p=.024$). Significant association found with cluster 3 being much more likely to switch channel during commercials than cluster 4 ($\chi^2=19.61$; $df=1$; $p=.000$) and cluster 2 ($\chi^2=4.89$; $df=1$; $p=.027$). Significant association found with cluster 5 being more likely to switch the channel during commercials than cluster 4 ($\chi^2=11.37$; $df=1$; $p=.001$). Cluster 1 is significantly more likely than cluster 5 ($\chi^2=7.83$; $df=1$; $p=.005$), cluster 4 ($\chi^2=5.18$; $df=1$; $p=.023$), cluster 3 ($\chi^2=6.70$; $df=1$; $p=.010$) to mute the TV during commercials. Cluster 2 is significantly more likely than cluster 5 ($\chi^2=7.87$; $df=1$; $p=.005$), cluster 4 ($\chi^2=5.26$; $df=1$; $p=.022$) and cluster 3 ($\chi^2=6.70$; $df=1$; $p=.010$) to mute the TV during commercials.

Cluster 3 was significantly more likely to watch home shopping channels when compared against Cluster 1 ($\chi^2=10.25$; $df=1$; $p=.001$).

Behaviors Related to Shopping and Technology

One-Way Anovas

The following results are the significant associations found through one-way ANOVAs.

There was a significant difference for doing research and shopping around before a big purchase at the $p<.05$ level for the five clusters [$F(4, 1661) = 5.74$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 7.66$, $SD = 2.50$) was significantly different than Low-Tech TV Lovers (Cluster 4) ($M = 6.79$, $SD = 2.87$). However, Tech-loving Early Adopters did not significantly differ from Traditionalists (Cluster 1), Busy Convenience-Seekers (Cluster 3), or Over-the-Phone Shoppers (Cluster 2). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Clusters 1, 2 and 3, have a higher tendency to do research and shop around before a big purchase than do Low-Tech TV Lovers (Cluster 4).

There was a significant difference for affinity to browse in stores or window shop at the $p<.05$ level for the five clusters [$F(4, 1667) = 15.26$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 7.09$, $SD = 2.81$) was significantly different than Low-Tech TV Lovers (Cluster 4) ($M = 6.33$, $SD = 3.14$) and Traditionalists (Cluster 1) ($M=5.71$, $SD=3.07$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3), or Over-the-Phone Shoppers (Cluster 2). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Clusters 2 and 3, have a higher tendency browse stores and window shop than Traditionalists (Cluster 1) and Low-Tech TV Lovers (Cluster 4).

There was a significant difference for liking to try everything on when shopping for clothes at the $p<.05$ level for the five clusters [$F(4, 1661) = 4.75$, $p = 0.001$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 5.87$, $SD = 3.15$) was significantly different than Traditionalists (Cluster 1) ($M = 5.16$, $SD = 3.19$). However, Tech-loving Early Adopters did not significantly differ from Busy Convenience-Seekers (Cluster 3) Over-the-Phone Shoppers (Cluster 2), or Low-Tech TV Lovers (Cluster 4). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Clusters 2, 3 and 4, have a higher tendency to like to try everything on when they shop for clothes than do Traditionalists (Cluster 1).

There was a significant difference in the feeling if PCs did not exist at the $p<.05$ level for the five clusters [$F(4, 842) = 9.25$, $p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 3.84$, $SD = 2.87$) was significantly different than Traditionalists (Cluster 1) ($M = 5.36$, $SD = 3.06$), Busy Convenience-Seekers (Cluster 3) ($M=4.87$, $SD=2.94$), and Low-Tech TV Lovers (Cluster 4) ($M=5.59$, $SD=2.98$) However, there was no significant difference between Cluster 5 and Over-

the-Phone Shoppers (Cluster 2). These results suggest that Tech-Loving Early Adopters (Cluster 5), similar to Cluster 2, would have more negative feelings if PCs didn't exist than would the other clusters.

Cross-Tabulations

The following results are the significant findings arrived at through cross-tabulations.

Cluster 3 is significantly more likely to have used a PC than cluster 4 ($\chi^2=13.54$; $df=1$; $p=.000$), Cluster 2 ($\chi^2=3.92$; $df=1$; $p=.048$) and Cluster 5 ($\chi^2=10.97$; $df=1$; $p=.001$)

Cluster 5 is significantly more likely to have used a PC than cluster 4 ($\chi^2=41.84$; $df=1$; $p=.000$) and Cluster 1 ($\chi^2=12.69$; $df=1$; $p=.000$).

Cluster 3 is significantly more likely than Cluster 4 ($\chi^2=14.95$; $df=1$; $p=.000$) to have bought a PC to play games.

Attitudes and Beliefs towards Shopping

One-Way ANOVAs

In terms of people's attitudes and beliefs towards shopping in general, the significant findings of One-way Anova analyses are listed as the following:

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of "shop for best price instead of shop for brand" at the $p<.05$ level for the five clusters [$F(4, 1667) = 6.80, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 6.13, SD = 2.55$) was significantly different than Traditionalists (Cluster 1) ($M = 5.42, SD = 2.43$). However, Tech-loving Early Adopters (cluster 5) did not significantly differ from Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), similar to Group Over-the-Phone Shoppers (Cluster 2), 3, 4, tend to agree more about shopping for the best price instead of shopping for brand, are significantly different from Traditionalist (Cluster 1).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of " I tend to be skeptical about claims made in advertising" at the $p<.05$ level for the five clusters [$F(4, 1649) = 4.127, p = 0.002$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 7.38, SD = 2.12$) was significantly different than Low-Tech TV Lovers (Cluster 4) ($M = 6.67, SD = 2.45$). However, Tech-loving Early Adopters (cluster 5) did not significantly differ from Traditionalist (Cluster 1), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), similar to Group Traditionalists (Cluster 1) ,2,3, tend to be more skeptical about claims made in advertising, which is significantly different from Low-Tech TV Lovers (Cluster 4).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “Willing to spend more for high quality” at the $p < .05$ level for the five clusters [$F(4, 1666) = 4.127, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 8.17, SD = 1.84$) was significantly different than Low-Tech TV Lovers (Cluster 4) ($M = 7.71, SD = 1.84$) and Traditionalists (Cluster 1) ($M = 7.47, SD = 1.93$). However, Tech-loving Early Adopters (cluster 5) did not significantly differ from Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), similar to Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), tend to be willing to spend more for high quality, which is significantly different from Low-Tech TV Lovers (Cluster 4) and Traditionalist (Cluster 1).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “Personal service and attention is important to me when i shop” at the $p < .05$ level for the five clusters [$F(4, 1661) = 8.203, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 6.80, SD = 2.55$) was significantly different than Low-Tech TV Lovers (Cluster 4) ($M = 5.98, SD = 2.82$) and Traditionalists (Cluster 1) ($M = 5.63, SD = 2.80$). However, Tech-loving Early Adopters (cluster 5) did not significantly differ from Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), similar to Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), tend to think personal service and attention is important when they shop, which is significantly different from Low-Tech TV Lovers (Cluster 4) and Traditionalist (Cluster 1).

Cross-Tabulations

In terms of their attitudes and beliefs towards shopping in general, the significant findings of found through cross-tabulation analyses are listed as follows.

Busy Convenience-Seekers (Cluster 3) say no to use a phone to shop from a catalog more than Tech-loving Early Adopters(Cluster 5) in the past 1 month ($X^2=3.947, p=0.047$)

Busy Convenience-Seekers (Cluster 3) shopped from a catalog less than Tech-loving Early Adopters(Cluster 5) in the past 6 months. ($X^2=30.372, p=0.000$)

Attitudes and Beliefs towards Communication

One-Way ANOVAs

In terms of their attitudes and beliefs towards communication and technology, the findings of One-way Anova analyses are listed as the following:

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “negative attitude toward time spent watching TV” at the $p < .05$ level for the five clusters [$F(4, 681) = 7.88, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 5.61, SD = 2.88$) was significantly different than Traditionalists (Cluster 1) ($M = 4.55, SD = 2.78$), Busy Convenience-Seekers (Cluster 3) ($M = 4.38, SD = 2.64$), Low-Tech TV Lovers (Cluster 4) ($M = 3.95, SD = 2.55$). However, Tech-loving Early Adopters (cluster 5) did not significantly differ from Over-the-Phone Shoppers (Cluster 2). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), similar to Over-the-Phone Shoppers (Cluster 2), tend to have negative attitude toward time spent watching TV, are significantly different from Traditionalist (Cluster 1), Busy Convenience-Seekers (Cluster 3), Low-Tech TV Lovers (Cluster 4) .

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “computer and technology will improve the quality of my life” at the $p < .05$ level for the five clusters [$F(4, 1653) = 54.63, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 7.65, SD = 2.22$) was significantly different than Traditionalists (Cluster 1) ($M = 4.97, SD = 2.78$), Over-the-Phone Shoppers (Cluster 2) ($M = 6.76, SD = 2.67$). Busy Convenience-Seekers (Cluster 3) ($M = 6.29, SD = 2.82$), Low-Tech TV Lovers (Cluster 4) ($M = 5.15, SD = 2.89$). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), tend to think computer and technology will improve the quality of their life are significantly different from Traditionalist (Cluster 1), Over-the-Phone Shoppers (Cluster 2), Busy Convenience-Seekers (Cluster 3), Low-Tech TV Lovers (Cluster 4) .

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “importance of basic cable in life” at the $p < .05$ level for the five clusters [$F(4, 1134) = 39.411, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 5.68, SD = 2.97$) was significantly different than Traditionalists (Cluster 1) ($M = 3.95, SD = 2.46$), Low-Tech TV Lovers (Cluster 4) ($M = 7.21, SD = 2.58$). However, Tech-loving Early Adopters (cluster 5) did not significantly differ from Over-the-Phone Shoppers (Cluster 2) ($M = 5.73, SD = 2.78$) Busy Convenience-Seekers (Cluster 3) ($M = 6.01, SD = 2.83$). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), similar to Over-the-Phone Shoppers (Cluster 2), 3, have moderate attitude toward the importance of basic cable in life, are significantly different from Traditionalist (Cluster 1), who have a negative attitude toward importance basic cable in life and Low-Tech TV Lovers (Cluster 4), who have a positive attitude toward importance of basic cable.

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “importance of radio in life” at the $p < .05$ level for the five clusters [$F(4, 1498) = 8.168, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 6.73, SD = 2.76$) was significantly different than Traditionalists (Cluster 1) ($M = 6.05, SD = 2.66$). However, Tech-loving Early Adopters (cluster 5) did not significantly differ from Over-the-Phone Shoppers (Cluster 2) ($M = 7.08, SD = 2.48$) Busy Convenience-Seekers (Cluster 3) ($M = 6.93, SD = 2.57$). Low-Tech TV Lovers (Cluster 4) ($M = 7.13, SD = 2.50$). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), similar to Over-the-Phone Shoppers (Cluster 2), 3, 4, think radio is important in life, are significantly different from Traditionalist (Cluster 1).

Attitudes and Beliefs towards Future Technology

One-Way ANOVAs

In terms of their attitudes and beliefs toward future technology, the significant findings of one-way Anova analyses are listed as follows.

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “smartTV customization” at the $p < .05$ level for the five clusters [$F(4, 1595) = 96.199, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 6.58, SD = 2.24$) was significantly different than other four clusters. Busy Convenience-Seekers (Cluster 3) ($M = 5.93, SD = 2.31$). Traditionalist (Cluster 1) ($M = 3.48, SD = 2.17$). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) have significantly higher attitude toward smart TV customization. Busy Convenience-Seekers (Cluster 3) have significantly moderate attitude towards customization. Traditionalist (Cluster 1) have significantly lower attitude toward smart TV customization.

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters(Cluster 5) , Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “smartTV personal control-general” at the $p < .05$ level for the five clusters [$F(4, 1621) = 34.803, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters(Cluster 5) ($M = 5.11, SD = 3.16$) was significantly different than Busy Convenience-Seekers (Cluster 4) ($M = 3.09, SD = 2.53$). Traditionalist (Cluster 1) ($M = 3.07, SD = 2.66$), Over-the-Phone Shoppers (Cluster 2) ($M = 3.56, SD = 2.85$). However, Tech-loving Early Adopters (cluster 5) did not significantly differ from Low-Tech TV Lovers (Cluster 3) ($M = 4.63, SD = 2.98$) . Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), similar to Over-the-Phone Shoppers (Cluster 2), 4, 1, think smart TV personal control in general are more important than Busy Convenience-Seekers (Cluster 3).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “smartTV Reducing costs” at the $p < .05$ level for the five clusters [$F(4, 1649) = 43.649, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 7.62, SD = 1.98$) was significantly different than Busy Convenience-Seekers (Cluster 4) ($M = 6.58, SD = 2.38$), Traditionalist (Cluster 1) ($M = 5.38, SD = 2.54$), Over-the-Phone Shoppers (Cluster 2) ($M = 6.50, SD = 2.58$). However, Tech-loving Early Adopters (cluster 5) did not significantly differ from Low-Tech TV Lovers (Cluster 3) ($M = 7.27, SD = 2.38$). Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5), similar to Over-the-Phone Shoppers (Cluster 2), 4, 1, think smart TV reducing cost are more important than Busy Convenience-Seekers (Cluster 3).

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “Look for consumer information about something you want to buy” at the $p < .05$ level for the five clusters [$F(4, 1671) = 55.665, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 7.70, SD = 2.59$) was significantly different than other four clusters. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) have significantly tendency to look for consumer information about something you want to buy than other four clusters.

A one-way between subjects ANOVA was conducted to compare the Tech-loving Early Adopters (Cluster 5), Busy Convenience-Seekers (Cluster 3), Over-the-Phone Shoppers (Cluster 2), Low-Tech TV Lovers (Cluster 4), Traditionalists (Cluster 1). There was a significant effect of “An all commercial or infomercial channel” at the $p < .05$ level for the five clusters [$F(4, 1656) = 25.079, p = 0.000$]. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the Tech-loving Early Adopters (Cluster 5) ($M = 4.03, SD = 3.10$) was significantly different than other four clusters. Taken together, these results suggest that Tech-loving Early Adopters (Cluster 5) have significantly higher attitude toward an all commercial or infomercial channel than other four clusters.